Asana Recognized as a Leader in the 2024 Gartner® Magic Quadrant™ for Collaborative Work Management (CWM), once again

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SAN FRANCISCO--(BUSINESS WIRE)--Dec. 5, 2024-- Asana, Inc. (NYSE: ASAN) (LTSE: ASAN), a leading enterprise work management platform, has again been recognized as a Leader in the Gartner® Magic Quadrant™ for Collaborative Work Management[1]. The company was evaluated for its 'Completeness of Vision' and 'Ability to Execute.'

"We believe our recognition as a Leader for two consecutive years in the Gartner® Magic Quadrant™ for Collaborative Work Management reinforces our platform's ability to bring clarity and accountability to customers' complex work environments," said Alex Hood, Chief Product Officer at Asana. "At the heart of Asana is our unique Work Graph® data model, which maps the context and relationships of all work – who is doing what by when, how, and why. This is the key to being able to coordinate work and collaborate efficiently, at scale."

"With the introduction of Asana AI Studio, we're amplifying our value by enabling customers to embed AI directly into critical workflows. Asana AI works alongside employees like a real teammate; it can advise where to focus, surface insights, action tasks, and assign work. As a result, our customers experience unprecedented productivity gains."

Asana has also been recognized with the Gartner® Peer Insights™ Customers' Choice distinction. This recognition was only given to vendors who meet or exceed both the market average "Overall Experience" and "User Interest and Adoption" criteria set by the analyst firm. Some recent customer reviews from Gartner Peer Insights speak to Asana's value:

- "Overall Asana has helped my organization greatly because it has reduced our admin time and allowed us to focus on more complex issues." - **Director of Finance - Banking**
- "Asana is - in my experience - the best software for managing large amounts of tasks and projects both personally and collaboratively across multiple teams." - **Head of Marketing - Miscellaneous**
- "Asana has been a game changer not only with my immediate team, but also when collaborating with the wider team and other departments." – **Marketing Manager, Telecommunications**
- "The Asana UI is easy to use. It helps with cross-organizational visibility and collaboration while automating workflows." – **Sales Enablement, IT Services**

To learn more about why Asana was recognized as a Leader in this year's report, visit: asana.com/resources/gartner-magic-quadrant-collaborative-work-management-2024.

"A Gartner Magic Quadrant is a culmination of research in a specific market, giving you a wide-angle view of the relative positions of the market's competitors. By applying a graphical treatment and a uniform set of evaluation criteria, a Magic Quadrant helps you quickly ascertain how well technology providers are executing their stated visions and how well they are performing against Gartner's market view. Gartner defines the collaborative work management market as products that provide task-driven workspaces to enable end users to plan, coordinate, and automate their work."

1 Source: Gartner, Magic Quadrant for Collaborative Work Management, Nikos Drakos, Joe Mariano, Lacy Lei, Hironori Hayashi, 2 December 2024

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About Asana

Asana, a leading enterprise work management platform, is where work connects to goals. Over 150,000 customers like Amazon, Accenture, and Suzuki rely on Asana to manage and automate everything from goal setting and tracking to capacity planning to product launches. To learn more, visit asana.com.

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